

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:1973

ANSWERED ON:09.03.2001

COST EFFECTIVE STRATEGIES FOR TERRESTRIAL BROADCASTING

ANNA SAHEB M.K. PATIL

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the Prasar Bharati has formulated cost effective strategies to extend Doordarshan coverage to the remote and sparsely populated regions of the country;

(b) if so, the details thereof; and

(c) the steps mooted by the Prasar Bharati to exploit advantages of terrestrial broadcasting and use of local studio and programming personnel ?

**Answer**

THE MINISTER OF INFORMATION & BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): Doordarshan programmes are already available all over the country in satellite mode, and can be received using appropriate dish antenna systems or through cable networks. Terrestrial relay of Doordarshan currently covers about 88.9% of the country's population. In order to spread the terrestrial coverage to more areas, including the remote and sparsely populated areas of the country, Doordarshan is currently setting up 185 transmitters. A number of factors, such as area/population to be covered, costs involved, technological requirements, infrastructure facilities etc., are taken into consideration at the time of deciding upon the location and power of a transmitter..

(c): Between 2.30 PM and 8.00 PM, Doordarshan in its Primary network carries programmes from its Regional Kendras. In the Regional Kendras, a large portion of the allotted time is devoted to in-house programmes, which are produced with local participation.